

Venue Art Specs

1. Adobe Illustrator 5.0 or higher on Mac disk or SyQuest 44/88.
2. A Mac EPS, TIFF, or other bit mapped graphic file readable by Illustrator or Quark, etc.
3. An IBM EPS, TIFF, or other bit mapped graphic file in same format as (2) but readable by Mac.

Artwork size should be larger than 2" x 2", if possible, especially on EPS-type files; otherwise we lose resolution.

For items like matchbooks, venues should provide art and a thumbnail as they would like their matches to appear. It is not necessary to attempt comping the matchbook themselves, since we'll have to change it anyway.

All art may be full color, since most things we do are process printed (i.e. matchbooks).

It should be made clear to venues that matchbooks will have a 1/8" or less black border, because they are being crash cut.

On matchbooks, venues get the whole background, so they should provide background art if they want it, otherwise we'll drop in our own background or use black.

Matchbooks are wide 30 stick books, not the narrow ones, so there's plenty of room for their art.

The bridge (the top fold) of the matchbook is reserved for the venue address or other information.

Please see samples for reference.

Call Steve B. at 312.482.9400 with questions.

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